

Many people who have never produced a television commercial believe that you go out and shoot your video and then write and edit it later. It's actually the opposite. Work on your Public Service Announcement (PSA) should begin with writing it. (That is write what will happen and what people say.) This is only a 30 second PSA, so time the words before you shoot to make sure you can say or do what you need to in 30 seconds. Then decide what/where you will be filming and when each particular thing is said. Then you shoot precisely what you have written. Do several takes and then edit if necessary for time, etc. A story board with or without pictures will be your road map to success. Below is what a sample story board should look like. You may add graphics i.e. logos words etc depending on your capabilities. **You MUST turn in a Storyboard of your PSA along with your video.**

EXAMPLE STORY BOARD

KEEP BRAZOS BEAUTIFUL

"Annual Blanket the Brazos"

:30 sec.

AUDIO

VIDEO

WILDFLOWERS ARE A TREMENDOUS
TOURIST DRAW IN TEXAS, AS WELL AS
BEING A LONG TERM AND BEAUTIFUL
INVESTMENT FOR ALL OF US RESIDING
HERE IN THE BRAZOS VALLEY.
IF YOU AGREE, PLEASE SUPPORT
KEEP BRAZOS BEAUTIFUL'S EFFORTS
TO BLANKET THE BRAZOS WITH
WILDFLOWERS BY SENDING THEM
YOUR TAX DEDUCTIBLE DONATION
OF \$30 PER POUND.

THEIR SPECIAL SEED MIX WILL BE SOWN
ALONG MAJOR ROADS AND IN SELECTED
CITY AND COUNTY AREAS THIS FALL.
MAKE YOUR CHECK PAYABLE TO
KEEP BRAZOS BEAUTIFUL
FOR MORE INFORMATION CALL
LAURA TANKERSLEY AT 776-62227

*Mike on camera standing among
roadside flowers
(KBB logo below)*

MIKE WRIGHT

photos of Wildflowers with graphics over
Blanket the Brazos
FOR JUST \$30 PER POUND
Donation is Tax Deductible

Photos of Wildflowers Continues

*Back to Mike on Camera then dissolve to
graphics over wildflowers*

(graphic)
Make Checks Payable To:
KEEP BRAZOS BEAUTIFUL
Call (979) 776-6227
www.keepbrazosbeautiful.org